

1 1. In a video receiver that is coupled to a display device, the video receiver
2 configured to receive a stream that includes a plurality of video segments, a method of the
3 video receiver targeting the plurality of video segments based on local information
4 accessible to the video receiver and based on remotely issued instructions, the method
5 comprising the following:

6 monitoring state and user behavior characteristics associated with the video
7 receiver;

8 locally storing the characteristics;

9 receiving a plurality of video segment from the stream;

10 receiving executable instructions from the stream, the executable
11 instructions configured to cause the video receiver to select a video segment from
12 among the plurality of video segments based on the locally stored characteristics
13 when the executable instructions are processed by a processor;

14 processing the executable instructions to cause the video receiver to select
15 the video segment; and

16 causing the video segment to be displayed on the display device.

17
18 2. A method in accordance with Claim 1, wherein:

19 processing the executable instructions to cause the video receiver to select
20 the video segment comprises processing the executable instructions to cause the
21 video receiver to select a video advertisement; and

22 causing the video segment to be displayed on the display device comprises
23 causing the video advertisement to be displayed on the display device.
24

- 1 3. A method in accordance with Claim 1, wherein:
2 causing the video segment to be displayed on the display device comprises
3 causing the video segment to be displayed on the display device in a window.
4
- 5 4. A method in accordance with Claim 3, further comprising:
6 displaying material outside of the window.
7
- 8 5. A method in accordance with Claim 4, wherein:
9 displaying material outside of the window comprises displaying television
10 programming outside of the window.
11
- 12 6. A method in accordance with Claim 4, wherein:
13 displaying material outside of the window comprises displaying network
14 resources outside of the window.
15
- 16 7. A method in accordance with Claim 4, wherein:
17 displaying material outside of the window comprises displaying Web
18 content outside of the window.
19
- 20 8. A method in accordance with Claim 1, further comprising:
21 causing a still picture to be displayed on the display device when the video
22 segment is not being displayed on the display device.
23
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1 9. A method in accordance with Claim 8, further comprising:

2 receiving the still picture from the stream.

3
4 10. A method in accordance with Claim 8, wherein:

5 causing a still picture to be displayed on the display device in the window
6 when the video segment is not being displayed on the display device comprises
7 causing a banner advertisement to be displayed on the display device in the window
8 when the video segment is not being displayed on the display device.

9
10 11. A method in accordance with Claim 8, wherein the executable instructions
11 are first executable instructions, the method further comprising:

12 receiving second executable instructions from the video stream, the second
13 executable instructions configured to cause the video receiver to select the still
14 picture from among a plurality of still pictures based on the locally stored
15 characteristics when the second executable instructions are processed by a
16 processor; and

17 processing the second executable instructions to cause the video receiver to
18 select the still picture.

19
20 12. A method in accordance with Claim 1, further comprising:

21 caching the plurality of video segments as they are received.

1 13. A method in accordance with Claim 12, further comprising:

2 releasing the cache memory associate with a particular video segment if the
3 video receiver determines that the particular video segment is not to be displayed.
4

5 14. A method in accordance with Claim 1, wherein causing the video segment
6 to be displayed on the display device comprises:

7 causing the video segment to be displayed as the video segment is being
8 received from the video segment, wherein the executable instructions contain a
9 trigger that coordinates the start of display of the video segment with the time that
10 the video segment is received by the video receiver.
11

12 15. A method in accordance with Claim 1, wherein receiving a plurality of
13 video segment from the video stream comprises:

14 receiving the plurality of video segments from a plurality of video streams;
15 and

16 switching display between the plurality of video streams based on the
17 executable instructions.
18

19 16. A method in accordance with Claim 1, wherein the video stream is a
20 unidirectional video stream.
21

22 17. A method in accordance with Claim 1, wherein the locally stored
23 characteristics includes channel subscription information.
24

1 18. A method in accordance with Claim 1, wherein the locally stored
2 characteristics include historical information about channels tuned to.

3
4 19. A method in accordance with Claim 1, wherein the locally stored
5 information includes historical information about pay per view purchases.

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7 20. A method in accordance with Claim 19, wherein the historical information
8 about pay per view purchases includes the identification of the last pay per view purchase.

9
10 21. A method in accordance with Claim 1, wherein the locally stored
11 information includes historical information about advertisements displayed.

12
13 22. A method in accordance with Claim 21, wherein the historical information
14 about advertisements displayed comprises an identifier identifying at least some of the
15 advertisements previously displayed.

16
17 23. A method in accordance with Claim 22, wherein the historical information
18 about advertisements displayed comprises a time that the corresponding advertisement was
19 last displayed.

20
21 24. A method in accordance with Claim 1, wherein video receiver locally stores
22 the characteristics without revealing the characteristics outside of the video receiver.

23

1 25. A computer program product for use in a video receiver that is coupled to a
2 display device, the video receiver configured to receive a video stream that includes a
3 plurality of video segments, the computer program product for implementing a method of
4 the video receiver targeting the plurality of video segments based on local information
5 accessible to the video receiver and based on remotely issued instructions, the computer
6 program product comprising a computer-readable medium having stored thereon
7 computer-executable instructions for performing the following:

8 monitoring state and user behavior characteristics associated with the video
9 receiver;

10 causing the characteristics to be locally stored;

11 detecting the receipt of a plurality of video segment from the video stream;

12 processing instructions received from the video stream, the instructions
13 configured to cause the video receiver to select a video segment from among the
14 plurality of video segments based on the locally stored characteristics when the
15 executable instructions are processed by a processor; and

16 causing the video segment to be displayed on the display device.

17
18 26. A computer program product in accordance with Claim 25, wherein the
19 computer-readable medium is one or more physical storage media.

20
21 27. A computer program product in accordance with Claim 25, wherein the
22 computer-readable medium further has stored thereon computer-executable instructions for
23 performing the following:

